

APPROVED

TOWN OF HILTON HEAD ISLAND
Arts and Cultural Strategic Planning Committee Meeting Notes
Monday, June 15, 2015
3:00p.m. – Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman Jane Joseph, Jim Collett, Meg Eberly, Janice Gray, Hannah Horne, Bob Lee, and Lisa Snider

Committee Members Absent: Vice Chairman Maryann Bastnagel and Ben Wolfe

Town Council Present: Kim Likins

Town Staff Present: Jill Foster, Deputy Director of Community Development
Brian Hulbert, Staff Attorney
Kathleen Carlin, Administrative Assistant

1. Call to Order

2. FOIA Compliance

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of the Agenda

The committee **approved** the agenda as submitted by general consent.

4. Approval of Meeting Notes

The committee **approved** the meeting notes of the June 1, 2015 meeting as submitted by general consent.

5. Unfinished Business

None

6. New Business

A. Status of the 2014 Cultural Planning Group Report

Chairman Joseph requested that Town Council Member Kim Likins, Chairman of the Community Services Committee, present introductory comments regarding the status of the 2014 Cultural Planning Group Report. The committee wanted to know why it was not implemented.

Mrs. Likins presented general statements regarding the 2014 Cultural Planning Group Report. Town Council reviewed the consultant's 2014 Cultural Planning Group Report and public input was received at that time. Mrs. Likins stated she was not speaking on behalf of Town Council although she had discussed her presentation ideas with many of them. Mrs. Likins stated that there were two areas of concern with the report: the process and the recommendations.

Mrs. Likins stated that Town Council presented the consultant with seven specific questions related to the report; however, only one of their questions was answered. Although the consultant tried to get public feedback via meetings and a survey, the resulting input did not come from the diverse population of the island and seemed heavily biased towards representatives of the arts organizations within a narrow age range.

Mrs. Likins stated that the recommendations included a very expensive facility for which there was not a cohesive agreement by the Arts organizations on features and which was not financially feasible. It also included a recommendation from an Office of Cultural Affairs, of which the Town Council members had differing opinions.

Mrs. Likins presented comments regarding the completion of a survey conducted by the consultant, specifically with regard to demographics. A broad range of input from the community is still needed to give us a more realistic and reflective view. Mrs. Likins stated that supporting Arts & Culture is a high priority for the Town Council and that the Scope of Work will answer many of their questions.

Chairman Joseph thanked Mrs. Likins for her input on the 2014 Cultural Planning Group Report. She also pointed out to the committee that this feedback makes it more important for the Arts & Cultural Strategic Planning Committee to get input from a broad and diverse portion of the island's population.

Chairman Joseph then presented statements regarding the scope of work that is before the committee. Where are we today? Where do we want to go? Chairman Joseph stated that the following three areas are involved in this process:

- (1) Who do we need to talk to?
- (2) What do we need to ask to arrive at the decisions that we need to make?
- (3) How do we get to all of these people?

Chairman Joseph stated that a variety of methods will probably be needed to achieve this objective, such as through a focus group, one-on-one meetings, group meetings, a survey, or by phone calls.

Chairman Joseph and the committee then discussed the handout list of *Arts Organizations, Cultural Organizations, For Profits, Festivals, and Other Contacts*. The committee focused their attention on the first two: *Arts Organizations and Cultural Organizations*.

The committee reviewed the base list and suggested that several organizations be added to the list. Chairman Joseph stated that she will incorporate the recommended additions to the base list and the revised list will be distributed to the committee in a few days. Chairman Joseph noted that this base list is limited to Hilton Head Island. Following final comments on the *Arts Organizations*, Chairman Joseph requested that a motion be made to approve this portion of the base list as discussed with the caveat that additional organizations may be added at a later date as deemed appropriate. The motion for approval was **made**, **seconded**, and **passed** by general consent.

B. Discussion — Who do we need to contact? (Arts and Cultural organizations, Other Constituencies, Towns/Cities)

Chairman Joseph and the committee then discussed arts destinations. The committee presented comments regarding several cities known as arts destinations, such as Paducah, KY; Ashville, NC; Cleveland, OH; Camden, SC; Aiken, SC; and Augusta, SC. It was suggested that the committee focus on cities that are in a relative size range to Hilton Head Island. The committee stated that they should consider performing arts centers as well as the demographics of these cities.

The committee also discussed including local universities, private schools, and home schools in the study. The committee will need to be creative in their approach to these organizations. The committee stated the need to contact members of the island's Native Island Community and Hispanic Community.

The committee agreed that it would be a good idea to sit down with Town Council on an individual basis to discuss the committee's needs and goals. Following their discussion, Chairman Joseph requested that a motion be made to approve this portion of the base list with the caveat that additional organizations may be added at a later date as deemed appropriate. The motion was **made** and **seconded** and **passed** by general consent.

Chairman Joseph then requested that the committee members be divided into the following two discussion groups:

Group # 1 will discuss the Economic Impact and Financing Objectives questions associated with the constituency list. Members of this group are: Meg Eberly, Janice Gray, and Lisa Snider.

Group # 2 will discuss the Collaboration and Future Arts Community Objectives questions associated with the constituency list. Members of this group are: Hannah Horne, Jim Collett, and Bob Lee.

Chairman Joseph requested that the groups meet for about 15 minutes. The first task is to make a list of questions that we would ask each of these groups. Chairman Joseph stated that multiple lists may be needed. The second task is to think about how we should try to reach these groups (i.e. focus groups, special meetings, one-on-one meetings, etc.)

The two individual groups met for about 15 minutes and then shared their thoughts with the rest of the committee. Chairman Joseph thanked the committee members for their input. Following additional discussion, the following working groups were identified by Chairman Joseph:

- 1) Arts & Cultural Organizations (including Music, Theater/Performance, Other and Cultural Organizations) Meg Eberly and Hannah Horne.
- 2) School Programs: Maryann Bastnagel and Ben Wolfe

- 3) For Profit - Galleries, Music, Other and Individual Artists: Jim Collett and Jane Joseph
- 4) Towns and Cities: Lisa Snider and Bob Lee
- 5) Public Residents: Janice Gray and Bob Lee
- 6) Public Visitors – Hannah Horne
- 7) Festivals: Unassigned
- 8) Other Contacts: Unassigned

Each working group will develop a list of questions that we would want to ask each of the identified constituency groups. The questions should be sent to the rest of the committee several days before the next committee meeting. Chairman Joseph committed to send out an updated set of lists to the committee members with the changes discussed at the meeting. Ms. Foster stated that she would send the committee members the ATAX grant information for 2015.

Chairman Joseph stated that due to today's time constraints, the remaining New Business items will appear under Unfinished Business on the next agenda. These business items are:

- A. Discussion — What questions do we need to ask of the groups identified on June 15th? (Note: includes data already available in other studies); How to best engage Arts & Cultural groups and the Community (Other Constituencies) Examples: focus groups; web-based survey, other outreach activities)
- B. Discussion — How should we organize ourselves to get this work done? (e.g., the engagement of the groups we have identified)

Chairman Joseph requested that a representative of the Finance Department make a presentation to the committee at the July 17th meeting. Ms. Foster stated that staff will make the arrangements. The next committee meeting will be held on July 6, 2015 at 3:00p.m.

7. Adjournment

The meeting was adjourned at 5:10p.m.by general consent.

Submitted By:

Kathleen Carlin
Administrative Assistant

Approved By:

Jane Joseph
Chairman

July 6, 2015